

[Exhibit A No. 8]

**SYSTEM FOR PROVIDING ONLINE ADVERTISEMENT CONTENTS, ONLINE
ADVERTISEMENT SYSTEM USING ADVERTISEMENT SEARCH AND GAME, AND
METHOD THEREOF**

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Applicant	YANG KI WOONG
Inventor	YANG KI WOONG

Abstract

PURPOSE: A system for providing online advertisement contents, an online advertising system using an advertisement search and game, and a method thereof are provided to provide advertisement contents in an electronic document form, enable a user to pay attention to an advertisement, enhance access to an advertisement information, and improve reliability of a consumer. **CONSTITUTION:** A web server(10) provides evaluation data of a plurality of users, provides an advertiser's opinion about the evaluation data, and provides an additional advertisement which is selected by the advertiser according to selection of the plurality of users. A VOD(Video On Demand) server(30) provides advertisement contents in moving picture. An electronic contents generating part(120) generates electronic advertisement contents by making an electronic document from an off-line advertisement. An electronic contents database processing part gathers the electronic advertisement contents generated by the electronic contents generating part in a database. A computer network is connected to a plurality of advertisers. The electronic contents generating part makes contents from an information included in the advertisement and provides the advertisement information contents to the web server(10).